

Uninsured
Quit Line Data Summary
July 1 - September 30, 2003

| | Uninsured | State |
|--|------------------|------------------|
| Number of Calls to Quit Line | N = 539 | N = 2,935 |
| Percent of Statewide Calls | 30.4% | 100.0% |
| Percent of State Population in County¹ | NA | 100.0% |

| | Uninsured % | State % |
|--|--------------------|------------------|
| Gender | N = 530 | N = 2,565 |
| Female | 54.7% | 63.8% |
| Male | 45.3% | 36.2% |
| Race/Ethnicity | N = 506 | N = 2,185 |
| People of Color | 13.0% | 13.0% |
| White | 87.0% | 87.0% |
| Age | N = 538 | N = 2,379 |
| Less than 18 years old | 0.0% | 1.7% |
| 18 - 24 years old | 21.0% | 15.7% |
| 25 - 34 years old | 25.8% | 23.3% |
| 35 - 44 years old | 25.5% | 26.0% |
| 45 years and older | 27.7% | 33.2% |
| Education | N = 531 | N = 2,267 |
| Did not graduate high school | 17.1% | 19.5% |
| High school graduate | 36.2% | 33.3% |
| Some college/vocational school | 37.5% | 35.3% |
| College graduate | 9.2% | 11.9% |
| Caller Type | N = 537 | N = 2,685 |
| General Information | 0.0% | 10.5% |
| Health care provider | 0.0% | 3.2% |
| Tobacco user | 100.0% | 86.3% |
| Payer Type | N = 539 | N = 1,774 |
| Uninsured | 100.0% | 30.4% |
| Heard About | N = 474 | N = 2,220 |
| Past caller | 13.3% | 14.0% |
| Employer/worksites | 1.3% | 1.1% |
| Health care provider | 21.5% | 29.8% |
| Television | 12.7% | 13.7% |
| Outdoor advertisement (billboard/bus/wall) | 5.5% | 4.7% |
| Targeted mailing | 0.0% | 0.0% |
| Great Start | 0.0% | 0.1% |
| Radio | 1.1% | 1.1% |
| Newspaper/Magazine | 0.2% | 0.5% |
| Brochure/Newsletter | 3.8% | 5.6% |
| Family or friend | 37.1% | 24.7% |
| Health Department | 3.2% | 4.1% |
| School | 0.4% | 0.6% |